



Soo Kee Group Ltd.

(Company Registration No.: 201214694Z)

(Incorporated in the Republic of Singapore on 13 June 2012)

The board of directors (the “**Board**”) of Soo Kee Group Ltd. (the “**Company**”) is pleased to announce that the Company has been named as the Top Brand 2015 Winner in the Gold and Jewellery category by InfluentialBrands® on 6 November 2015.

This award recognizes brands that go beyond providing a product or service to its customers, and which have emotive capacity and ability to connect with their customers. It is based on a nationwide study derived from 3 consolidated years (2015, 2014, 2013) of extensive research, field surveys and assessment of brand qualities.

The Company is honoured to have received the above-mentioned award. It will continue to leverage on its brand recognition to enhance its image and position, and to continue to grow steadfastly as a industry leader.

About InfluentialBrands® (<http://influentialbrands.com/>)

InfluentialBrands® is a think-tank formed to gain consumer insights through various methods of research. Leveraging on more than 17 years of branding knowledge, know-how and expertise in Asia, InfluentialBrands® seeks to provide knowledge, raise awareness of desirable brands, celebrate the unique aspects of Asian-based businesses and Asia’s rich brand heritage.

BY ORDER OF THE BOARD

Lim Yong Sheng
Executive Director and Chief Executive Officer

11 November 2015

This announcement has been prepared by Soo Kee Group Ltd. (the “Company”) and its contents have been reviewed by the Company’s sponsor, United Overseas Bank Limited (the “Sponsor”), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the “SGX-ST”). The Sponsor has not independently verified the contents of this announcement.

The announcement has not been examined or approved by the SGX-ST. The Sponsor and the SGX-ST assume no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact persons for the Sponsor are Mr Khong Choun Mun, Managing Director, Equity Capital Markets and Mr David Tham, Senior Director, Equity Capital Markets, who can be contacted at 80 Raffles Place, #03-03 UOB Plaza 1, Singapore 048624, Telephone: +65 6533 9898.